

# Real User Monitoring

Site Confidence's *Organic* product is a hosted real user monitoring service that captures and analyses every real user interaction with every web page. It enables you to diagnose and respond to every performance issue, understand its business impact and react accordingly.

## All users, all pages, all of the time

There are two main approaches to monitoring the end user experience of your website's performance.

Our 'synthetic' or 'active' monitoring provides proactive, consistent and repeatable tests that rapidly diagnose and alert you to issues, and establishes a baseline that you can trend over time. However, to complete your understanding of the site's performance, you need real user monitoring to capture every user interaction on every page.

**Organic** offers two data capture technologies to choose from: a 'passive' appliance-based solution that records all traffic from behind your firewall; and a Javascript tag inserted onto pages of your site. You choose whichever you prefer. Both approaches deliver real-time data, which we reconstruct and analyse to give you the meaningful alerts and reports that you need.

## Key Benefits

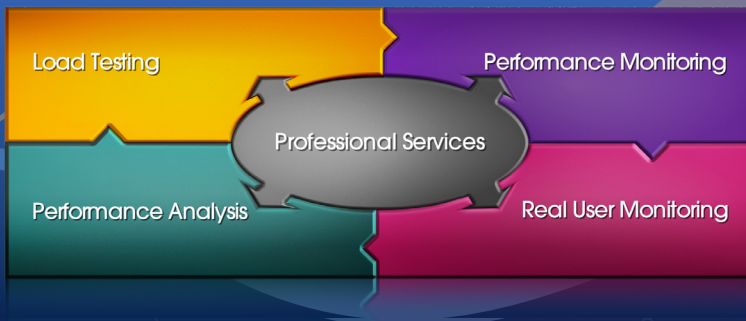
- **Comprehensive error capture:** Monitoring all users across all pages allows you to capture every performance issue they experience.
- **Detailed diagnosis of issues:** You can isolate the causes of poor performance by browser, operating system or device; by geography; by ISP or connectivity; or by user behaviour segments (e.g. online buyers).
- **Business impact:** Combining performance and user information, you can understand the business impact of poor performance.
- **Third party assurance:** You can check how the use of third party providers is affecting your user experience and work with them to ensure that any negative impact is resolved.

## Why Site Confidence?

- **Experience - founded in 2001 as one of the UK's first web monitoring companies, our reputation is well established and respected.**
- **Independence – we are independent from any hardware or software provider, so our advice is always unbiased.**
- **Service – we are fast, responsive and proactively tailor our services to meet your requirements.**
- **Value – our services offer genuine value; you only pay for what you need.**



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01372 383 800  
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consultation  
to see how we  
can help you



## Data capture methodologies to suit you

**Organic's 'passive' appliance-based approach** sits behind your firewall, recording all traffic in a non-intrusive way with no impact on the operation of the site. It captures all users across all pages they visit, giving you the comprehensive coverage you require. It also captures some metrics that are unavailable at the client-side, such as server think time, allowing a more detailed diagnosis of some issues.

If, however, you would prefer not to install hardware internally, **Organic** also offers a **light-weight JavaScript tag** that can be inserted on as many pages as you wish. We typically recommend that it is installed on all pages to ensure full coverage. This can gather metrics that are unavailable behind the firewall, such as: CDN delivery, timing information for DNS look ups, connect times, re-directs, DOM loading or DOM ready.

## Data analysis, configurable to your needs

The key challenge of any real monitoring service lies in analysing the large amounts of data collected and turning this into relevant information. Firstly, we reconstruct the data into meaningful pages and user journeys, then we use a variety of rules-based analytical approaches to help identify the information that is important to you.

## Actionable, relevant reports and alerts

You want to be alerted to issues that matter, not those that don't. Our job is to help you see the 'wood from the trees', saving you time and enabling you to take prompt action.

Delivered through an online portal, our standard results provide the basic information that is of common interest to our customers, such as how performance varies by browser, device, or geography. However, you can also interrogate the data to focus on issues that matter more to you; for example, how performance varies for online buyers versus less valuable users. That way, you get the information that matters to you, allowing you to prioritise solutions on the basis of business impact.

Our alerting can similarly be configured to suit your needs. You may not want to be woken up in the middle of the night to hear that a new user experienced a missing image; however, if a host of users couldn't complete their transaction, you might!

## About us

Site Confidence is the UK's leading web site performance monitoring company. We provide independent web performance monitoring and load testing services to over 400 blue chip clients, protecting billions of pounds of online revenues and monitoring 5 million web pages every week.

Our tailored performance monitoring and load testing services present you with fast, useful, cost-effective information about your web sites, emulating your customers' experience. This real-time information allows you to detect performance problems and respond quickly to prevent future slowdowns or outages.

Site Confidence is an NCC Group company. NCC Group is a leading global provider of independent escrow, IT assurance and information security services.

Let *Organic* monitor all of your users across all of your pages, in whatever way that suits you.

Tell us what performance metrics matter to you most and we'll do the rest!

## More information:

For more information on Site Confidence services please contact us:

+44 (0)1372 383 800  
 info@siteconfidence.com  
 www.siteconfidence.com

Site Confidence  
 King's Court, Kingston Road,  
 Leatherhead KT22 7SL